



Number 2 • 1952

KODAK PHOTO NOTES

The Registered Owner of the Kodak
Reference Handbook and the
Kodak Photographic Handbook

PROCESSED FILMS NOW RETURNED BY FIRST-CLASS MAIL

YOU MAY be spending a lot less time on pins and needles. Until further notice, Kodak Processing Laboratories in the United States and Hawaii will return *by first-class mail* at no extra charge all Cine-Kodak films and Kodachrome Film 135, 335, and 828.

Use of first-class mail will avoid the many delays that occur in third-class mail (previously used unless the owner requested and paid for better mail service), and will assure the best

possible service during the coming months when we anticipate record receipts of films for processing. It is no longer necessary to enclose additional postage for the return of films by first-class mail. For air mail, special delivery, or other special mail service, you must enclose coins equal to the cost over first-class mail.

Always use first-class or better mail service when sending your films to us for processing.



T. M. Reg. U. S. Pat. Off.

Copyright 1952, Eastman Kodak Company

Prices subject to change without notice.

Magnetic Sound Track Coating Service Offered

The year 1952 will long be remembered for many things, and not the least of these is the advent of magnetic sound tracks for 16mm films.

Basically, magnetic sound recording on film is similar to the well-known principle of tape recording. When a magnetic track has been applied to film, live or previously recorded speech and music can be recorded on the film itself with a suitable 16mm magnetic sound projector. The sound track can then be immediately played back, erased, or rerecorded and edited with no processing or special handling required.

Although the need for optical sound will continue for professional-type productions where many copies are required, the introduction of magnetic sound recording will bring sound movies to many fields where the relatively high cost of optical sound for only one or a few release prints has prevented its use. It will prove most useful and helpful to schools, industries, church groups, hobby groups, local television stations, civic organizations, and particularly the home movie maker. On magnetic sound movies, the track can be suitably altered for showing the movies to groups of different age or educational levels or people who speak different languages.

Kodak is now offering a magnetic sound track coating service for processed sound-perforated (that is, perforated along one side only) Kodachrome or black-and-white Cine-Kodak 16mm films. Known as "Kodak Sonotrack Coating," it is available in

two widths. In the case of sound-perforated 16mm films having no optical track, the Sonotrack Coating is applied to the full width of the track area. On the other hand, 16mm films which already have an optical sound track will have the Sonotrack Coating applied to only half the width of the optical track unless we are instructed to coat it full width.

When half-width magnetic coatings are applied to sound films having variable-density optical tracks, a reduction in the sound level of the optical track results. The sound quality of variable-area optical tracks is likely to be seriously impaired.

Film must be in good condition—no ragged edges, tears, or broken splices—before it can be coated. Films which cannot be repaired for Sonotrack Coating or silent-perforated (perforated on both sides) originals may be duplicated to obtain a film suitable for Sonotrack Coating.

You can order the Sonotrack Coating from your Kodak dealer when you return your sound-perforated 16mm Cine-Kodak Film for processing. When silent-perforated 16mm Cine-Kodak Film is sent for processing, duplicates of such film and Sonotrack Coating on the duplicates can be ordered. On combination duplicating and Sonotrack Coating orders, the minimum order charge for coating will not apply; however, the minimum order charge for duplicating will apply to such orders.

List price for Sonotrack Coating is 3½¢ per foot, with a minimum order of \$10.00 required.



Home Movies

Kodachrome movies inside the house without extra lights? Don't scoff—you can do it if you have an $f/1.9$ lens.

Some sunny day load your camera with Kodachrome Film, Daylight Type. In a room with white or very light-colored walls and one large window facing the sun, shoot at $f/1.9$ and the normal speed of 16 frames per second; with two large windows or an oversize picture window, expose between $f/2$ and $f/2.8$.

Relatively little sunlight needs to come in through the window. Be sure that the sun is not shining directly on your subject—bad overexposure will result. You can bounce extra light into the shadows by holding a reflector (newspapers, mounting boards, white sheet, etc.) close to the shadow side.

Try this technique on the new baby who squints in the sun—Johnny and his mumps—anyone who can't be dragged outside. You'll like the soft colors and the detail in the shadows.

Stereo News

If you're a stereo enthusiast, you'll be glad to learn that we have recently added to our line a Kodachrome film magazine just for this purpose.

Kodachrome Film, Daylight Type, 335, is now available for stereo cameras which make 23 by 24-mm stereo pairs with standard spacing between pictures. What's more, the K335

magazine provides enough film for 20 such pairs. When you send this film to us for processing, we will stereo mount the pairs for hand viewing *without any additional charge*. At present, stereo mounting is available only at the Rochester, New York, Kodachrome Processing Laboratory.

List price of K335 Film: \$4.75.

Regular 20- and 36-exposure rolls of Kodachrome Film 135 or 135A which you expose in a camera making 23 by 24-mm stereo pairs with standard spacing can also be stereo mounted at the time of processing, *but there will be an additional pre-paid charge*. For this service, you should use the coin envelope to remit the additional charge for stereo mounting when you send your film to us for processing.

Charge for stereo mounting K135 or K135A Films: \$1.00 (20-exposure roll); \$1.60 (36-exposure roll).

New Flash Lamp

The new blue flash lamp, G-E Photoflash Lamp No. 11B, is a medium-peak lamp with the same time characteristics as the Photoflash Lamp No. 11. It delivers light of a color quality suitable for use as a sole source in exposing Kodacolor Film, Daylight Type, or as a supplement to daylight (and, in a pinch, as a sole source) with Kodachrome or Kodak Ektachrome Films, Daylight Type.

The guide numbers for use in exposing Kodak color films with these lamps are as follows:

Film, Daylight Type	1/50 second	1/25 second
Kodacolor	85	95
Kodachrome	55	65
Kodak Ektachrome	50	55

WHAT'S NEW?



a glimpse of some
recent Kodak products
for better photography

Pocket-Size Kodak Retinette Camera Now Available

It's *smooth*—in looks, in feel, in operation. The new Kodak Retinette Camera is truly a "companion" camera.

Weighing less than a pound, and only 4½ inches in its longest dimension, the Retinette Camera slips easily into a small pocket, a purse, or a tight corner in a gadget bag. It's a busi-



ness or pleasure trip camera—a picnic and sports camera. Here are some of the details:

Film: Kodak 135, black-and-white or Kodachrome; 20- or 36-exposure rolls. *Negative size*—24 x 36 mm.

Lens: Coated, 3-element Schneider Reomar, 50mm f/4.5. *Diaphragm stops*—f/4.5, 5.6, 8, 11, and 16.

Shutter: Prontar SV; gear-train retard, cocking type with delayed-action release. Speeds—1, 1/2, 1/5, 1/10, 1/25, 1/50, 1/100, 1/300 sec, and B. *Release*—plunger-type body

release. *Flash*—"M" setting for Class M (No. 5 or 25) lamps at all speeds; "X" setting for zero-delay electronic flash and Class F (SM or SF) lamps at speeds to 1/50. Kodak Flashpost Adapter supplied with camera.

Focusing and Viewing: *Focusing range*—3½ feet to infinity. *Depth-of-field scale*—located on front of shutter. *Viewfinder*—enclosed, optical eye-level type.

Film Operation: *Film advance*—by knob with interlocks that automatically (1) prevent double exposures;



(2) position each film frame; (3) advance exposure counter which shows number of shots left; (4) prevent depression of body release if shutter is not cocked.

Construction: *Body*—die-cast aluminum alloy. *Back*—hinged for quick loading. *Finish*—metal parts, black

(Concluded on next page)



Kodacraft Metal Printer, Model A

Sturdy, dependable, and priced low — that's the new Kodacraft Metal Printer, Model A, for use with all negatives from 35mm to 4 by 6-inch. The printer consists of a metal box and cover, Kodacraft Printing Mask Set, 60-watt frosted lamp, and cord with socket. The cover includes a hinged platen with two clamping arms to insure tight contact of paper and negative. List price: \$6.95.

Retinette Camera (Cont. from page 4)

lacquer and satin-finished chrome. *Covering* — pin-grain leather. *Tripod socket* — in camera base. Fits Kodak Flashholder bracket as well as tripod. *Accessory clip* — on top of camera. *Serial number* — on accessory clip. Each camera supplied with a Certificate of Import and Ownership.

Accessories: *Field case* — top-grade leather. *Kodak Flashholder* — with standard bracket; for bayonet-base lamps; size C batteries or Kodak B-C Flashpack. *Kodak Combination Lens Attachments* — Series VI with 1 1/4" Adapter Ring; Lens Hood Series VI-A. *Cable Release* — Kodak Metal No. 5 or TBI No. 2.

List price: \$59.50.

List price of Kodak
Cine Photoguide
is \$1.75.

A Revised Publication



Kodak Lenses, Shutters, and Portra Lenses, Fourth Edition, contains several important changes. Product information has been brought up

to date, the Data Sheets have been revised, and many illustrations have been replaced. The discussions on lens function, focal length, perspective, and angular coverage have been clarified. The shutter section contains new information on shutter operation and synchronization. This major revision should replace the lens section in your Kodak Reference Handbook, to keep it up to date. List price: 50¢.

Pocket Kodak Cine Photoguide Offered In Response To Demand

The Kodak Cine Photoguide is to the movie maker what the Kodak Master Photoguide is to the still-picture taker. Pocket-size and durable, it is planned as a field companion for every movie maker. Its 32 pages are chock-full of on-the-spot movie-making information for both common and unusual lighting conditions. Among the subjects covered by convenient dial computers, tables, and brief text are: indoor and outdoor exposure, close-up photography, movie continuity, field size and depth of field for many Cine-Kodak and supplementary lenses, and film and filter data.



Customs Regulations for Travelers Abroad

With U. S. citizens traveling abroad in record numbers these days — and taking more and more pictures in foreign countries—it is important that they understand customs regulations concerning the return of exposed film to this country for processing. Here's the story as far as Kodak-processed films are concerned:

Cine-Kodak Film, 8 or 16mm, Black-and-White or Kodachrome: Film manufactured in the United States and exposed abroad may be returned duty-free for processing, provided that the pictures are for personal use and a declaration accompanying the film so states. If the film is intended for sale, for exhibition by, for, or in connection with any commercial concern, for financial profit to any one, or for any commercial purpose in the United States, it will be subject to duty. The Eastman Kodak Company will pay the duty and charge the amount to the owner of the film.

If Cine-Kodak films, 8 or 16mm, black - and - white or Kodachrome, manufactured in a foreign country are sent to the United States for processing, duty will be levied, paid by the Eastman Kodak Company, and charged to the owner of the film.

It is quite important that a declaration accompany exposed films returned for processing that are for personal use. This declaration should specifically state that the pictures are for personal use exclusively and are not to be used for any commercial purpose whatsoever. If no declaration is made or if the accompanying

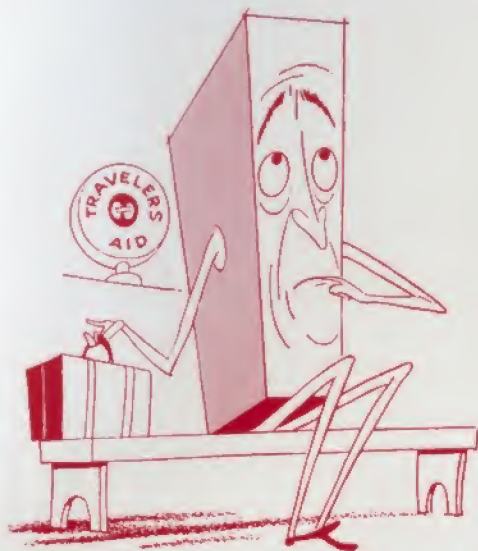
statement says merely, "For personal use only," duty may be charged.

Kodacolor Film, Kodachrome Film (No. 135, 828 used in Still Cameras): Kodacolor Film and Kodachrome Film, No. 135 and 828, manufactured in the United States and exposed abroad may be returned for processing duty-free. No declaration as to the intended use of the film, either personal or commercial, is necessary. If Kodachrome Film, No. 135 and 828, manufactured in a foreign country is exposed and sent to the United States for processing, duty will be charged, paid by the Eastman Kodak Company, and charged to the owner of the film.

If films manufactured in the United States are returned in foreign film cartons, duty will be charged.

In general, it is recommended that picture-takers who purchase film in a foreign country have it processed in the country where manufactured. This will remove any questions as to duties and also give the photographer a chance to check picture results before returning home.

Special censorship and customs regulations apply to exposed films in certain countries where no processing facilities for Kodak film are available. In some cases, film cannot be sent or taken from one country to another to be processed. Travelers can contact Kodak Branches in foreign countries if there is any doubt about processing facilities and regulations or write to the Sales Service Division, Eastman Kodak Company, Rochester 4, N. Y., before leaving the States.



LOST FILMS *needn't be*

Most film users are careful to write their names and addresses on the mailing cartons and tags when sending their films to the processing laboratory. Nevertheless, Kodak Processing Laboratories still receive many that cannot be returned to their owners because the address is illegible, incomplete, inaccurate, or completely missing; or because the carton became separated from the film during transportation. In Rochester alone, in 1951, the total was 10,855.

Kodak does some real sleuthing to find the owners, and eventually most of the seemingly "lost" films (80 to 90 percent of them, anyway) are identified and sent on to their owners. And yet, the delay in making delivery and the number that are never claimed are matters of considerable concern to the company.

Unfortunately, many film users never realize that their films do not

come back from the processing laboratory because of some carelessness on their part in preparing the shipment and may blame the laboratory or mail service for losing them.

Before sending your exposed films for processing, check carefully to be sure that each carton or tag is properly identified. Or, if you wish, take your exposed films to your Kodak dealer; he will be glad to double-check each carton or tag and to send your films for processing for you.

In any case, if your film is not returned by the laboratory after a reasonable time, write them about it. Give complete information about the film shipment. The laboratory can make a better search if they know the date and method of shipment, the exact name and address of the sender, the number, size, and type of films, and details about the subject matter of the pictures made.



BIGGER AND BETTER, the Book of Enlarging

Got enlarging problems? This topnotch book by Don D. Nibbelink will help you solve them, whether they involve only simple print making or really advanced control processes. It discusses the planning necessary to make a good enlargement, gives procedures for making good pictures even better, and analyzes results from both artistic and technical viewpoints. Its eighteen chapters (256 pages) are well-illustrated and indexed. List price: \$2.95.

Free Literature on Special Photographic Subjects

THIS list of free literature supplements the list which is included in the *Kodak Reference Handbook* and the *Kodak Photographic Notebook*, and includes changes made since the last complete listing in the Number 1, 1951, issue of *Kodak Photo Notes*. You are invited to request those articles in which you are particularly interested. When writing, include both the code number and the title of the desired articles. Send your requests to the Sales Service Division, Eastman Kodak Company, Rochester 4, N. Y.

New or Extensively Revised Articles:

- A-23—HOW TO USE AN EYE-LEVEL VIEW FINDER (2 pages)
- F-8—HOW TO CHECK YOUR EXPOSURE METER AND CAMERA (4 pages)
- J-8—PERMANENCE OF PHOTOGRAPHIC NEGATIVES AND PRINTS (4 pages)
- S-1—A BRIEF COMPARISON OF PHOTOGRAPHIC INSTRUCTIONAL AIDS (4 pages)
- S-2—SOME SOURCES OF 2 x 2-INCH COLOR SLIDES (8 pages)
- S-3—SUGGESTIONS FOR EFFECTIVE PROJECTION OF MOVIES, SLIDES, AND SLIDE FILMS (6 pages)
- S-6—NOTES ON KODACHROME SLIDE SEQUENCES AS AIDS IN BUSINESS AND EDUCATION (8 pages)

IS YOUR KODAK REFERENCE HANDBOOK UP TO DATE?

The most recently published *Kodak Reference Handbooks* include the following editions of the various Kodak Data Book sections: *Kodak Lenses, Shutters, and Portra Lenses*—Fourth Edition, 1952; *Kodak Films*—Fifth Edition, 1951; *Filters and Pola-Screens*—Copyright 1950 (no edition designation); *Kodachrome Films for Miniature and Movie Cameras*—Fifth Edition, 1950; *Kodak Papers*—Fifth Edition, 1951; *Processing and Formulas*—Fourth Edition, 1947 (changes made since 1947 have been incorporated in the First 1951 Printing); *Copying*—Fourth Edition, 1947. Some of the Data Books have later printing dates, such as: "Fourth Edition, 1947; First 1951 Printing." Such printings are not major revisions, although they may differ slightly from previous printings; *Processing and Formulas* and *Copying* are examples. You can bring your Handbook up to date by replacing outdated sections with the latest editions of Kodak Data Books on sale at Kodak dealers.

SALES SERVICE DIVISION

EASTMAN KODAK COMPANY • ROCHESTER 4, N. Y.